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ABSTRACT

The eighth annual report of a continuing project to supply occupational data to educators, the study emphasizes the determination of manpower needs and job opportunities from information furnished by employers in the State of Nebraska for the year ending June 30, 1975. The data will be used in planning vocational education programs. During this year a 5% computerized random sample of 4,369 firms, generated from the six technical community college areas, was drawn from the updated master list of approximately 85,000 firms. Each employer in the sample was interviewed by a University of Nebraska student to obtain the number of employees in each job category and the future need for additional employees in each job. Data from the interviews were compiled and processed by computer to give total employment, projected manpower needs for the next 12-month period, reason for need, and needs for the following two years. Stored data for the two previous years were merged with the new data and averaged for the three years. The composite data were tabulated according to occupational classifications of the dictionary of occupational titles. (MF)

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ED118924

FINAL REPORT

VOCATIONAL EDUCATION RESEARCH PROJECT
Vocational Education Amendments of 1968
(Public Law 90-576)

STATE-WIDE COMPUTERIZED MODEL FOR DETERMINING OCCUPATIONAL OPPORTUNITIES IN NEBRASKA

Fay G. Larson
Project Director

RESEARCH COORDINATING UNIT
FOR VOCATIONAL EDUCATION

The University of Nebraska

July 1, 1974 - June 30, 1975

NEBRASKA STATE DEPARTMENT OF EDUCATION
DIVISION OF VOCATIONAL EDUCATION

and

NEBRASKA RESEARCH COORDINATING UNIT
Box 33, Henzlik Hall
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VT-102-555

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VT 102555

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INTRODUCTION

The 1975 Report was the eighth report of a continued project to supply occupational information data to educators in the state of Nebraska. The emphasis of the study was to determine manpower needs and job opportunities from information supplied by the employer as to number of persons employed by job description and projection of future needs.

This was the third report in which the data supplied by the employer were coded and presented by Dictionary of Occupational Titles classifications. It was the second report to present data by and collected from each of the six Technical Community College Areas. The data were presented in three sections: (1) projected employment by Dictionary of Occupational Titles occupational groups and number; (2) projected future needs by occupational divisions; and (3) projected employment and future needs by Major Vocational Technical Areas with vocational instructional training programs and numbers.

ABSTRACT

Title of Project: State-Wide Computerized Model for Determining Occupational Opportunities in Nebraska

Project Director: Fay G. Larson

Applicant Organization: Nebraska Research Coordinating Unit for Vocational Education

Duration of Project: July 1, 1974 to June 30, 1975

Total Funds Requested: $18,393.00

Statement of Problem: The 1963 Vocational Education Act and its Amendments of 1968 require that vocational program planning be based upon need. Nebraska does not have data relating occupational opportunities to vocational program data except through the continuation of this project.

Purpose and Objectives:

(1) the purpose of this research proposal is to provide for the continuation of gathering occupational information on a state-wide basis, to classify this data by using the Dictionary of Occupational Titles cross referenced with the Office of Education's Vocational Education and Occupations, and to comply with the Nebraska State Plan for Vocational Education's need for this type of data to plan vocational programs.

(2) the objectives are:
   a. to compile and update a master population of all firms in the State which employ one or more persons,
   b. to gather data from a minimum random sample of five percent of the master population by personal interview,
   c. to classify data from employers by job title and number and to cross reference by H.E.W. instructional training program number,
   d. and, to present complied data in a format useable to those persons concerned with planning and administering vocational programs as well as persons involved with career planning and selection.

Procedures: This study is designed to gather information by drawing a random sample from a yearly updated population of firms which employ one or more persons. The data will be gathered by personal interview with the employer by a University of Nebraska student interviewer. The data will be coded by job title and number using the Dictionary

of Occupational Titles and cross referenced with an instructional training program number using the Office of Education's Vocational Education and Occupations. The coded data will be compiled and presented in a printed report.

Contribution to Vocational Education:

(1) Provide information to program planning agencies and groups for identifying areas of high or low occupational opportunities relating to instructional programs.
(2) Provide related information on opportunity trends to persons involved in occupational guidance and counseling.

Evaluation: This activity will consist of followup of Interviewers checking for methods and accuracy of conducting interview of useable information.

Section II

PROCEDURES

Each firm listed on the Master List was assigned a new consecutive number allowing the deletion of firms to be more accurate. A complete printout of the master list was requested from the Computer Center by consecutive number and zip code. A hand check was made to remove duplicate firms and all known non-existent firms. All "dead" firms found during interviewing for the 1974 Report were removed from the list by the new consecutive number. No new firm names were added due to lateness of receiving the listing and the condition of the listing.

The projection of self-employed farmers in the State was determined from the annual report, Nebraska Agricultural Statistics, and projection of future need was based on the latest study available, Annual Estimate Replacement Farmer Opportunities in Nebraska, published in 1967.

The five percent computerized random sample of 4,369 firms was drawn from the updated Master List of approximately 85,000 firms. The overage of sample allowed for duplicates and unusable firm listings. A five percent sample was generated from each of the six Technical Community College Areas. Each employer was personally interviewed by a University of Nebraska student as to the number of persons employed at each job title (job description) and future need for additional employees for the next twelve months and the following two years for each job title.

The 40 student interviewers were assigned to interview firms within driving distance of their home town. Reimbursement was made to students in terms of mileage, 16 cents a mile; postage and telephone, actual expense;

per live firm, $1.10 per firm; and $1.10 per dead firm over ten percent of the assigned number. Payments were made to students approximately three weeks after completion of assigned area.

Preference was given to former interviewers when contracting for areas. New interviewers were solicited through the Scholarship and Financial Aids Department, Department Chairmen, and individual instructors at the University of Nebraska. Each prospective interviewer was reviewed by the director of the project and assigned a trial interview. Group training sessions were held for all new interviewers. Previous interviewers were informed of new procedures individually when they picked up their packets and work materials.

Questionnaires were designed allowing for coding of data collected from the employers on the same instrument. Each job description was coded to a nine digit Dictionary of Occupational Titles number and a corresponding vocational training program number as listed in Part II of the Vocational Education and Occupations document. Some job titles did not have a corresponding vocational training program number and had to be assigned an alternative number. Each firm was coded to its respective Technical Community College Area.

Data from the questionnaires were key punched on cards and transferred to computer tapes for compiling at the Lincoln Computing Center, University of Nebraska. Compiled raw data for each job title number and each vocational instructional training program number was projected by a computerized straight line projection technique for the total employed, need for the next twelve month period, reason for need, and

need for the following two years. An identical process was used for compiling the raw data from each Technical Community College Area.

Stored data from the 1973 Report and the 1974 Report were merged with the new data and an average was made for the three years. The composite data were arranged into tables according to the occupational group classification of the Dictionary of Occupational Titles.

The three sections of the 1975 Report consisted of (1) tables which presented composite projected employment by occupational groups with like vocational instructional training programs, (2) tables which contained the twelve month composite projected need for each occupational division for the entire state and each Technical Community College area, and (3) tables which showed composite projected employment and future need by Major Vocational Technical Area and vocational instructional training programs.

DEVELOPMENT OF INSTRUMENT AND GUIDES

The questionnaire used in previous studies was modified by merging the promotion and retirement columns with the turnover column. Thus the reason for need was classified by expansion or turnover. A copy of the questionnaire used for data collection appears as Appendix A of this report.

Job descriptions given by the employer were coded by job title number using the Dictionary of Occupational Titles, Volume I, as a guide. Volume II of the same publication was used to determine which occupational classification a job title was associated. Cross referenced vocational instructional training program numbers were determined by using Vocational Education and Occupations, an Office of Education publication.

IMPLEMENTATION OF THE STUDY

A Pert Chart was used for scheduling of events and activities. From the update of the Master List to the dissemination of the first printed reports covered an approximate ten month period. Dissemination will continue until the next report is published. The schedule of events and activities closely followed the pre-scheduled times.

The only change made in the coding procedures was to code the corresponding vocational instructional training programs to nine digit numbers. There were 569 job descriptions for which there were no vocational instructional training programs and eight for which there were no D.O.T. numbers. Special numbers were assigned to these job descriptions for coding purposes.

ANALYSIS OF DATA

A summary was made presenting the total projected employment and future needs by Occupational Category including the percentage of the total for each category. Detailed listings of projected employment by occupational groups for each Technical Community College Area was presented in table form for each occupational category. Each table listed the projected state employment total, the projected total employment for each Technical Community College Area, the projected twelve month need for each Area, and the projected two year state need by occupational group with like vocational instructional training program. An asterick appeared in the place of the corresponding program when no program was listed for a specific job title in the publication Vocational Education and Occupations.

Projected future need for the twelve month period was classified as either expansion or turnover for each Technical Community College Area. Data was presented by occupational divisions of the occupational categories.

A summary was made of projected employment and future need by Major Vocational Technical Areas, listing the percentage of total for each area. Tables were made listing like vocational instructional training programs giving projected employment and future needs. Occupational groups for which there were no vocational instructional training programs were combined and presented as Other Occupations.

All employment and future needs figures were composite projections from data of the 1973, 1974, and 1975 Reports.

A chart listing the job titles identified in the 1975 Report shows that there were 1,687 different job titles in the composite study. There were 329 new job titles identified and 516 titles not identified in the collected 1975 data. Clerical and Sales had the most identified job titles with corresponding vocational training programs but Professional and Managerial Occupations had the most identified job titles. Professional and Managerial Occupations and Clerical and Sales Occupations encompassed all 7 vocational areas while Farming, Fishery, Forestry, and Related Occupations encompassed only one vocational area.

Of the 259 possible programs (4 digit interrelated programs) there were 221 programs identified from the job descriptions. There were 1,118 job titles for which no vocational instructional programs could be identified.

The study projected 662,894 persons as being employed in the state of Nebraska, with projected future needs of 116,998 persons for the next twelve month period and 143,213 persons needed the following two years. (These figures were a composite of the 1973, 1974, and 1975 employment data.) Clerical and Sales Occupations projected the greatest number of persons employed with the largest projected twelve month need; Service Occupations projected the largest need for the following two years.

A composite of the same years was presented by Major Vocational Technical Area. These data were used in the State Plan for Administration of Vocational Education to assist in the identification of need for vocational programs. This section was a fulfillment of one of the major objectives of this project.

Another major objective was met by the presentation of the data by Dictionary of Occupational Titles classification and number with corresponding vocational instructional training programs for supplying useful data for the purpose of planning vocational programs. This project remains the only data base for supplying state-wide occupational information.

SUMMARY OF JOB CLASSIFICATION
1975 REPORT

	Professional	Clerical & Sales	Service	Farming, Fishing, Forestry	Processing	Machine Trades	Bench Work	Structural	Miscellaneous	No. D.O.T. Number	Totals	Number Possible Programs	Picked Up
Number of D.O.T. Titles	408	341	151	72	103	170	109	189	136	8	1687		
D.O.T. Titles With Identified Vocational Instructional Training Programs													
Vocational Area													
Agricultural	15	47	6	61	22	7	-	-	-	-	158	29	21
Distributive	85	96	11	-	-	1	-	-	21	-	214	22	21
Health	24	3	10	-	-	-	6	-	-	-	43	31	28
Home Economics	5	1	16	-	-	-	3	-	-	-	25	5	5
Office	32	161	-	-	-	-	-	-	3	-	196	43	42
Technology	18	1	-	-	-	1	1	1	2	-	24	22	13
Trade & Industrial	17	3	74	-	16	113	55	139	41	-	458	107	91
Totals	196	312	117	61	38	122	65	140	67	-	1118	259	221
D.O.T. Titles with No Identified Vocational Instructional Training Program	212	29	34	11	65	48	44	49	69	8	569		
Vocational Technical Areas	7	7	5	1	2	4	4	2	4	-			

SUMMARY OF JOB CLASSIFICATION
1975 REPORT

	Professional	Clerical & Sal	Service	Farming, Fishin	Processing	Machine Trades	Bench Work	Structural	Miscellaneous	No. D.O.T. Num	Totals	Number Possible Programs	Picked Up
Number of D.O.T. Titles	408	341	151	72	103	170	109	189	136	8	1687		
D.O.T. Titles With Identified Vocational Instructional Training Programs													
Vocational Area													
Agricultural	15	47	6	61	22	7	-	-	-	-	158	29	21
Distributive	85	96	11	-	-	1	-	-	21	-	214	22	21
Health	24	3	10	-	-	-	6	-	-	-	43	31	28
Home Economics	5	1	16	-	-	-	3	-	-	-	25	5	5
Office	32	161	-	-	-	-	-	-	3	-	196	43	42
Technology	18	1	-	-	-	1	1	1	2	-	24	22	13
Trade & Industrial	17	3	74	-	16	113	55	139	41	-	458	107	91
Totals	196	312	117	61	38	122	65	140	67	-	1118	259	221
D.O.T. Titles with No Identified Vocational Instructional Training Program	212	29	34	11	65	48	44	49	69	8	569		
Vocational Technical Areas	7	7	5	1	2	4	4	2	4	-			
Number of New Job Titles on 1975 Interviews	62	72	31	13	24	35	28	41	22	1	329		
Number of Job Titles Not Picked Up on 1975 Interviews from Previous Studies	97	105	39	20	35	71	44	60	41	4	516		
Loss	35	33	8	7	11	36	16	19	19	3	187		

Section III

RESULTS AND CONCLUSIONS

The purpose of the study was to provide occupational information on a state-wide and technical community college area basis for planning vocational education programs. This was the third year for collected data to be presented in the format of job titles and vocational instructional training programs. The three years data were combined and presented in composite form making a more realistic pattern of employment and employment needs.

A detailed breakdown of quarterly expenditures is presented as Appendix B. A summary of the costs for the eight years is presented as Appendix C. The cost by Technical Community College Area is presented as Appendix D.

The findings of the study will provide institutions of vocational teacher education, postsecondary and adult education, secondary education, and vocational administration agencies usable information for planning vocational instructional training programs, administration policies, and guidance and counseling services.

Section IV

RECOMMENDATIONS

Recommendations for future studies would be (1) to seek existing employment data for the State and convert this data to usable form for planning vocational programs, (2) to match employment needs to supply, and (3) to print into similar format of preceding studies.

SELECTED BIBLIOGRAPHY

(1) Genereaux, Douglas. Annual Estimated Replacement Farmer Opportunities in Nebraska. Lincoln: University of Nebraska, 1967. Mimeographed.

(2) Nebraska Department of Agriculture. Nebraska Agricultural Statistics Annual Report 1973, Preliminary 1974. Lincoln: State-Federal Division of Agricultural Statistics, June 1975.

(3) Nebraska Research Coordinating Unit for Vocational Education. Occupational Opportunities in Nebraska. Lincoln: University of Nebraska, 1968-1974.

(4) Nebraska State Department of Education, Division of Vocational Education. Nebraska State Plan for the Administration of Vocational Education. Lincoln: State Department of Education, 1975.

(5) U.S. Department of Health, Education and Welfare, Office of Education. Vocational Education and Occupations. OE-80061. Washington: U.S. Government Printing Office, 1969.

(6) U.S. Department of Labor. Dictionary of Occupational Titles. Volumes I and II. Washington: U.S. Government Printing Office, 1965.

APPENDIX

Name of Interviewer

Firm Name

Street Address City

Person Interviewed Telephone

Date Primary Function

T. Number	H.E.W. No.	Job Description	Now Employed	Next 12 Months: Total Needed	Next 12 Months: Reason for Need: Exp.	Next 12 Months: Reason for Need: Turn.	Following Two Years
8 9 10 11 12 13 14	15 16 17 18 19 20		21 22 23 24	25 26 27 28	29 30 31	32 33 34	35 36 37 38

Name of Interviewer

Consecutive Number

Firm Name

Date

Street Address City

Now Employed

Next 12 Mo. Total Needed

Person Interviewed Telephone

A					D.O.T. Number									H.E.W. No.						Job Description								
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20		21	22	23	24	25	26	27	28

BUDGET EXPENDITURES BY QUARTERS:

Expenditure	Budgeted Amount	First Quarter	Second Quarter	Third Quarter	Fourth Quarter	Total Expended
Federal Funds:						
Director's Salary	$ 6,984.00	$ 1,746.00	$ 1,746.00	$ 1,746.00	$ 1,746.00	$ 6,984.00
Benefits	1,011.00	250.16	249.90	251.91	251.91	1,002.88
Supplies	200.00		91.81	19.18		110.99
Communications	50.00		83.86			83.86
Services:						
Student Interviewers	7,000.00		17.29	6,224.78	176.90	6,418.97
Statistical	950.00	950.00	1,036.84	470.00	673.66	2,374.21
Credit						-(754.14)
Final Report Production	1,500.00				2,166.20	2,166.20
(Picked up by RCU)					-(691.97)	-(691.97)
Sub-Total	17,695.00	3,033.04	2,657.86	8,915.53	4,534.72	19,141.11
Indirect Costs	698.00	174.50	174.50	175.04	173.96	698.00
Total	$18,393.00	$ 3,207.50	$ 2,832.36	$ 9,090.57	$ 4,710.52	$19,839.11
Less Credits					691.97	1,446.11
Adjusted Total					$ 3,262.57	$18,393.00
Local Funds:						
Statistical	$ 450.00)					
Departmental Computer Time	500.00)					
Student-Hourly Assistance	250.00)	$ 300.00	$ 300.00	$ 300.00	$ 300.00	$ 1,200.00
Sub-Total	1,200.00	300.00	300.00	300.00	300.00	1,200.00
Indirect Costs	3,841.00	960.25	960.25	960.25	960.25	3,841.00
Total	$ 5,041.00	$ 1,260.25	$ 1,260.25	$ 1,260.25	$ 1,260.25	$ 5,041.00

SUMMARY COST FOR EIGHT YEAR PERIOD OF OCCUPATIONAL OPPORTUNITIES IN NEBRASKA REPORT

Year	Number of Firms	Number Dead Firms	Percent of Dead	Completed	Number Inter-viewers	Amount Paid Interviewers	Cost Per Interview Total Firms	Cost Per Interview Live Firms
1968	2083	192	9.2%	1891*	15	$ 1,924.95	$ .92	$ 1.18
1969	2299	252	10.9%	2047	30	3,094.00	1.35	1.51
1970	2207	349	15.8%	1858	28	3,026.00	1.37	1.62
1971	2162	447	20.6%	1715	26	2,888.71	1.30	1.68
1972	2167	446	20.6%	1721	25	3,135.38	1.45	1.82
1973**	3790	889	23.4%	2901	36	5,352.69	1.41	1.85
1974**	4338	1,153	26.6%	3184	44	5,941.15	1.37	1.87
1975**	4369	1,142	26.1%	3227	39	6,392.20	1.46	1.98
8 Year Average	2927	609	19.2%	2318	26	$ 3,969.38	$ 1.33	$ 1.69

*includes 615 mail-in questionnaires
**5% sample instead of 3%

Proposal Budget of $8,700; 2167 firms in sample, cost per interview (1972)	$4.01
University Matching included, $10,677; 2167 firms, cost per interview	4.92
Proposal Budget of $16,257; 3790 firms in sample, cost per interview (1973)	4.29
University Matching included, $19,428; 3790 firms, cost per interview	5.12
Proposal Budget of $16,257; 4338 firms in sample, cost per interview (1974)	3.75
University Matching included, $19,428; 4338 firms, cost per interview	4.48
Additional moneys from Technical Community College Board, 4338 firms, cost per interview (amount received for printing, etc., $2,231, total ($21,659)	4.99
Proposal Budget $18,393; 4369 firms in sample, cost per interview (1975)	4.21
University Matching included $23,434; 4369 firms in sample, cost per interview	5.36

COST BY TECHNICAL COMMUNITY COLLEGE AREA
1975 REPORT

AREA	PAID LIVE		PAID DEAD		MILEAGE						TOTAL # FIRMS		
	Number	Amount	Number	Amount	Number	Amount	Phone	Postage	Other	Total	Live	Dead	%
I	382	420.20	(121) 72	79.20	1458	233.28	11.70	10.80	1.96	757.14	387	122	24
II	292	321.20	(107) 60	66.00	1821	291.36	22.14	7.10	--	707.80	283	109	39
III	433	476.30	(132) 76	83.60	2143	342.88	14.85	11.65	--	929.28	465	158	34
IV	594	653.40	(238) 157	172.70	2962	473.92	21.03	13.40	--	1334.45	753	267	26
V	666	732.60	(189) 99	108.90	2837	453.92	25.38	1.90	.29	1322.99	688	210	23
VI	675	742.50	(262) 165	181.50	1638	262.08	7.17	8.36	1.18	1202.79	651	276	30
Totals	3,042	3346.20	(1049) 629	691.90	12859	2057.44	102.27	53.21	3.43	6254.45	3227	1142	35
Work Study										137.75	(4369 Total)		
GRAND TOTAL										6392.20			

Total Percentage Dead -- 26%

With Work Study
Total Per Firm -- $1.46 (4369)
Total Per Live Firm -- $1.98 (3227)

Without Work Study
Total Per Firm -- $1.43 (4369)
Total Per Live Firm -- $2.05 (3042)

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April 9, 1974

Research Administrator
414 Administration
City Campus

Att: Dr. Francis Schmehl

The following Research Proposal submitted by the Research Coordinating Unit for Vocational Education, University of Nebraska, has been approved for funding by the Nebraska State Board of Vocational Education.

Title: State-Wide Computerized Model for Determining Occupational Opportunities in Nebraska
Duration: July 1, 1974 - June 30, 1975
Federal Funds: $18,393.00.

Schedule of Reports and Claims:
1st Quarter -- July 1, 1974 - September 30, 1974
2nd Quarter -- October 1, 1974 - December 31, 1974
3rd Quarter -- January 1, 1975 - March 31, 1975
4th Quarter -- April 1, 1975 - June 30, 1975

Submit all quarterly reports and claims in triplicate including one original copy with signatures. Approved forms will be provided by the Division of Vocational Education.

Sincerely yours,

Glen H. Strain
Assistant Commissioner
for Vocational Education

Elton H. Mendenhall
Director, Research
Coordinating Unit

EHM:tah

cc: Fay G. Larson

APPENDIX E

NEBRASKA RESEARCH COORDINATING UNIT
FOR VOCATIONAL EDUCATION
BOX 33, HENZLIK HALL
UNIVERSITY OF NEBRASKA
LINCOLN, NEBRASKA 68508

June 8, 1975

Mr. Glen H. Strain
Assistant Commissioner for
Vocational Education
233 So. 10th Street
Lincoln, Nebraska 68508

Dear Mr. Strain:

The purpose of this letter is to request a transfer of funds within the Research Coordinating Unit's 1974-1975 operational budget. The request is to transfer from the following budget items,

0131 Retirement $400.00
0340 Resource Material $300.00

to 210 Printing a total amount of $700.00 to cover unanticipated costs of printing the Occupational Opportunities, 1975 Report.

The unused retirement balance was due to changing of staff positions and unused resource material balance was due to non-purchase of ERIC microfiche. The above listed amount should adequately cover the additional printing costs.

Sincerely yours,

Elton B. Mendenhall,
Director

EBM:fl

cc: Carl Mueller

APPENDIX F

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LEXINGTON, NEBRASKA 68850

June 12, 1975

Mr. Elton B. Mendenhall
Director, Nebraska Research
Coordinating Unit for Voc. Ed.
106 Henzlik Hall, UNL
Lincoln, Nebraska 68508

Dear Mr. Mendenhall:

This letter is to acknowledge receiving your letter requesting budget adjustments for printing the Occupational Opportunities Report of 1975.

In light of the increased printing costs, approval is granted for the transfer as requested in your letter dated June 8, 1975.

Sincerely,

Glen H. Strain

Glen H. Strain
Assistant Commissioner
for Vocational Education

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APPENDIX G